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Category: Beaver Memos
Date: May 22, 2012

The Origin of the Fetzer Logo (May 22, 2012)

The Fetzer Logo at the top left of this page was designed by Jim Gordon in the mid-1980s. Jim discussed the process of designing the logo and its metaphysical origin and meaning in a 1996 Oral History with Phil Mason; in a 1985 “channeling” by Jim to the then-president of the Fetzer Foundation, Lloyd Swierenga; and in the 1996 Oral History of Jim Gordon. Here Jim explains: “I had designed a logo of the institute a long time ago. The original design is the actual emblem for the Archangel Michael. I need to find it, so I can show it to you” (pp. 93-94).

AAM Symbol Jim Gordon gave JEF (TB memo) May 2012: “It was on the [Fetzer Foundation] letterhead at first, but it was too complicated. There was a Star of David in it, and the Star of David got people confused—since the Star of David to a lot of people means Jewish, they might think this was Jewish organization. There were too many symbolic, metaphysical, mystical symbols in it that disturbed people. So John asked me to bring it down to a very central, simple symbol that would still hold a lot of meaning. I designed the triangle with the ‘j’ and the ‘f’ in it. It’s a triangle, and then it has a ‘j’ coming down, and an ‘f’ reaching up, and kind of hooking into that ‘j.’ It symbolized John Fetzer, but it also symbolized God reaching down, and the man reaching up. It also had the sine curve in it, so it was a combination of a lot of different things in one symbol. It was what Spirit said to use. So that’s what then became the symbol for the Institute. They took that triangle and made it into the building, and then the ‘j’ and the ‘f’ reaching up, they took and moved it into the shape of the lobby. That’s kind of how the building began.”

On May 22, 1985 Jim Gordon “channeled” a “spiritual being” named Cato for the Fetzer Foundation’s then-president Lloyd Swierenga. Jim did many channelings (we have transcripts of 22 of them) of Cato in the early-to-mid 1980s for John Fetzer; and for John and the “Monday Night Group” which met in the early 80s; and for John and the “Core Group” of Foundation executives in the mid-1980s, which consisted of President Lloyd Swierenga, Bruce Fetzer, and Carolyn Dailey. Cato claimed to come from a “spiritual level” higher than that of the Theosophical Great White Brotherhood (some of whom Jim also channeled for John and the Monday Night Group at times).

In this May 22, 1985 session, Cato responded to questions from Lloyd Swierenga regarding the Fetzer Logo (which, again, is in the upper left corner of this memo, and which Jim Gordon had designed):

Swierenga: Some time ago the Fetzer Foundation logo was developed. And I really need to know for publication purposes and also for employees: What is the symbolism of the symbol?

Cato: Which symbol are we discussing?

Swierenga: The triangle with the double-J.

Cato: If you would hand it to me please [Note: it was handed to Jim-as-channeler, and Cato “looked” at it “through” Jim’s eyes].

As you look at the triangle you will see that there is a great deal of life force flowing from the higher regions, coming down to manifest in the physical point at the base. This knowledge [is] the knowledge of the higher regions, coming down to focus into the physical planes of life at one point in time, in space. If you look at this triangle, the upper line forming the top of the triangle symbolizes the great knowledge of the inner regions. And this symbolizes a foundation of knowledge that is placed here that can be reached through awareness. And from the preachment forms the point in time and space that the Foundation, the organization that you are putting together, represents at the bottom of the triangle—as it reaches up with open hands, outreached arms, forming the closure of the triangle itself. As it reaches up and grasps hold of that knowledge of the higher region, you find the knowledge beginning to funnel down to that point that is the Foundation that you are putting together at this point in time and space. And so, this triangle represents the downward flow of knowledge from the higher regions to the lower, to manifest in the physical realm for the upliftment of mankind.

And as you look in the center of the triangle you see two energies, the two symbols of flow. One coming down from the higher regions, flowing down; another reaching up from the point in time and space that is the Foundation, and merging with the energy flowing downward. It forms a cycle of balance, the yin and yang, the sign of balance in man. There must be that balance of inner and outer action—the flow from the higher, and the flow from the outer, from the lower, in order to be rebalanced in mankind, in the Foundation and its activities, as well as on an individual level. And so, as you look and see, you will see actually a straight line. This symbolizes man standing tall and straight in his knowing of the physical as well as the higher realms. And you will see also, the symbol of the yin and yang as they flow across the base of man, showing balance within the individual and in humanity.

Does that offer that which you wish to know?